



2011 FORD TAURUS



The Ford Taurus – the car that changed America’s view of full-size sedans – continues for 2011 with upscale design, impeccable driving dynamics and class-leading technologies, all designed to draw in those customers who place a premium on the driving experience yet recognize value.

Vibrant new colors for 2011 include Bordeaux Reserve Red Metallic, Kona Blue Metallic and Sterling Gray Metallic. But the changes aren’t all on the outside. The Taurus also features sportier driving dynamics. Taurus for 2011 comes standard with the proven 3.5-liter V6, generating 263 horsepower and 249 lb.-ft. of torque. This award-winning engine earns a ULEV-II emissions certification and comes paired with a choice of two new six-speed automatic transmissions.

The 2011 Taurus continues its legacy of safety leadership, beginning with a body structure optimized for strength and stiffness. The energy-absorbing front structure features octagonal front frame rails, tunnel rails and “shotgun” front structural members designed to absorb and redirect crash forces away from the passenger compartment. The Taurus body structure features ultra-high-strength boron steel in the B pillar for added side-impact protection. Taurus is equipped with a comprehensive package of active and passive safety features, including dual-stage driver and front passenger airbags, side-impact airbags and the Ford-exclusive Safety Canopy® System.



TECHNOLOGY/ CONNECTIVITY

Standard and available 2011 Ford Taurus technology features include:

- SYNC voice-activated communications and entertainment system with Traffic, Directions & Information
- SIRIUS® Satellite Radio with initial six-month subscription
- Voice-activated Navigation System with SIRIUS Travel Link and HD Radio™, including iTunes® song-tagging ability
- Multicontour seats with Active Motion™
- Integrated blind spot mirrors
- Rear view camera system to aid visibility while backing up
- Easy Fuel® (capless fuel filler)
- Ambient lighting
- Steering wheel audio controls

SAFETY/STANDARD

Standard safety features include:

- SPACE (Side Protection and Cabin Enhancement) Architecture®
- Personal Safety System®
- AdvanceTrac® electronic stability control
- SOS Post-Crash Alert System™, an integrated system that automatically unlocks the doors, sounds the horn and activates the emergency flashers in the event of an airbag deployment
- MyKey® programmable vehicle key
- Tire Pressure Monitoring System
- LATCH (Lower Anchors and Tether Anchors for Children)

SYNC UPGRADES

SYNC®, Ford’s industry-exclusive, voice-activated, hands-free infotainment system has been upgraded for the 2011 Taurus. Now, SIRIUS Travel Link™ and SYNC Traffic, Directions & Information are compatible. Also, destination downloads are available through Mapquest, and movie times, stocks and horoscopes have been added to the available information options.



VITAL STATS

Powertrain: 3.5-liter DOHC V6, 263 hp @ 6,250 rpm; 249 lb.-ft. @ 4,500 rpm

Series: SE, SEL, Limited

Fuel economy: 18 mpg city/28 mpg highway (front-wheel drive)

Production Location: Chicago Assembly Plant, Chicago, Ill.

MSRP: Starting at \$25,995